IN THE CLAIMS

A status of all the claims of the present Application is shown below:

1-28.   (Canceled)

29.   (Previously Added) A computer-implemented ordering system, comprising:

an interface adapted to provide a representation of a consumer item and an option associated with the consumer item; and

a presentation module adapted to provide a real-time preview representation of the consumer item updated with the option in response to a user positioning a cursor over an icon corresponding to the option.

30.   (Previously Added) The system of Claim 29, wherein the presentation module is adapted to update a stored representation of the consumer item updated with the option in response to the user clicking on the icon.

31.   (Previously Added) The system of Claim 29, wherein the option associated with the consumer item depends at least in part on a previously selected option.

32.   (Previously Added) The system of Claim 29, wherein the presentation module is adapted to provide attribute data associated with the consumer item.

33.   (Previously Added) The system of Claim 29, wherein the presentation model is adapted to automatically update in real-time attribute data associated with the preview representation of the consumer item updated with the option.

34.   (Previously Added) The system of Claim 29, wherein the presentation module is adapted to prevent selection of the option by a user in response to a previously selected option by the user.

35.   (Previously Added) The system of Claim 29, wherein the presentation module is adapted to provide an audio preview representation of the consumer item updated with the option.

36.　　**(Previously Added)** A computer-implemented ordering method, comprising:

providing a representation of a consumer item and an option associated with the consumer item; and

providing a real-time preview representation of the consumer item updated with the option in response to a user positioning a cursor over an icon corresponding to the option.

37.　　**(Previously Added)** The method of Claim 36, further comprising updating a stored representation of the consumer item updated with the option in response to the user clicking on the icon.

38.　　**(Previously Added)** The method of Claim 36, further comprising providing attribute data associated with the consumer item.

39.　　**(Previously Added)** The method of Claim 36, further comprising automatically updating in real-time attribute data associated with the preview representation of the consumer item updated with the option.

40.　　**(Previously Added)** The method of Claim 36, wherein providing a representation comprises providing an audio preview representation of the consumer item updated with the option.

41.　　**(Previously Added)** The method of Claim 36, further comprising preventing selection of the option by a user in response to a previously selected option by the user.

42.　　**(Previously Added)** A computer-implemented ordering system, comprising:

means for providing a representation of a consumer item and an option associated with the consumer item; and

means for providing a real-time preview representation of the consumer item updated with the option in response to a user positioning a cursor over an icon corresponding to the option.

43.   **(Previously Added)**   The system of Claim 42, wherein the means for providing a real-time preview representation comprises means for updating a stored representation of the consumer item updated with the option in response to the user clicking on the icon.

44.   **(Previously Added)**   The system of Claim 42, wherein the means for providing a real-time preview representation comprises means for providing attribute data associated with the consumer item.

45.   **(Previously Added)**   The system of Claim 42, wherein the means for providing a real-time preview representation comprises means for automatically updating in real-time attribute data associated with the preview representation of the consumer item updated with the option.

46.   **(Previously Added)**   The system of Claim 42, wherein the means for providing a real-time preview representation comprises means for preventing selection of the option by a user in response to a previously selected option by the user.

47.   **(Previously Added)**   The system of Claim 42, wherein the means for providing a real-time preview representation comprises means for providing an audio preview representation of the consumer item updated with the option.
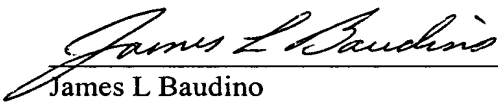
48.   **(Previously Added)**   The system of Claim 42, further comprising means for acquiring statistical data associated with the consumer item.

CONCLUSION

Applicants respectfully submit the preceding compliant replacement claim amendment section pursuant to 37 C.F.R § 1.121. Applicants respectfully request reconsideration and full allowance of all pending claims.

Respectfully submitted,

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James L Baudino
Registration No. 43,486

Correspondence To:
Hewlett-Packard Company
Intellectual Property Administration
P.O. Box 272400
Fort Collins, Colorado 80527-2400
Tel. (970) 898-3884

5